

# **Tobacco Prevention Media for Today's Teens**

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# Agenda

- Tobacco education for the life stages
- Characteristics of Millennials
- What Does and Doesn't Work



# 0-5 Years

- Emotional learning
  - Self-control
- Simple information on harm
- Focus on parents – skills, cessation





# 6-11 Years



- Consequences
- Classroom behavioral management
- Parents

# 12-15 Years



- Counter social influences
  - Communication
  - Refusal/assertion
  - Social norming
  - Media literacy
  - Activism
- Life skills
- Family skills

# 16-19 Years Old

- Motivation
- Decision Making
- Cessation





# Millennials

- Born after 1980ish
- Digital Natives
- Racially/Ethnically Diverse
- Self-Expressive
- Optimistic about Future
- Lean Liberal
- Less Religious Affiliations
- Educated
- Trust Government
- Less Trusting of People
- Self-Confident but Anxious



# Digital Natives

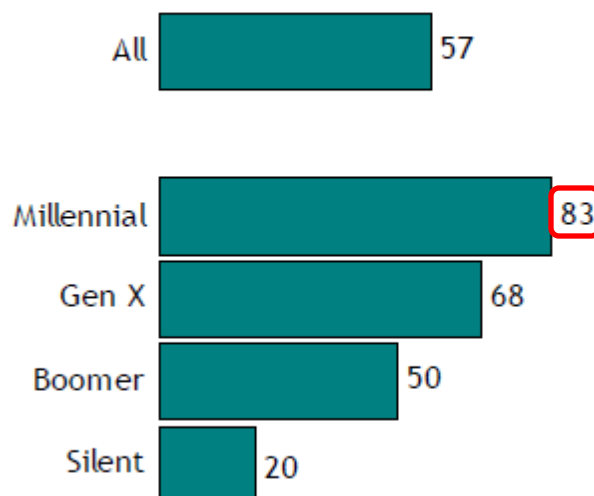
## More Millennials Are Cell-Only

	Have a cell phone	Are cell-only*
	%	%
All	86	21
Millennial	94	41
Gen X	90	24
Boomer	89	13
Silent	62	5

\*Have a cell phone but do not have a landline phone at home.

## Do You Sleep with Your Cell Phone?

% who have ever placed their cell phone on or right next to their bed while sleeping

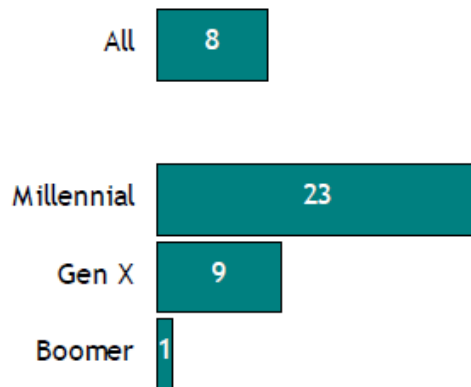


PewResearchCenter

# Self-Expressive

## Body Piercings

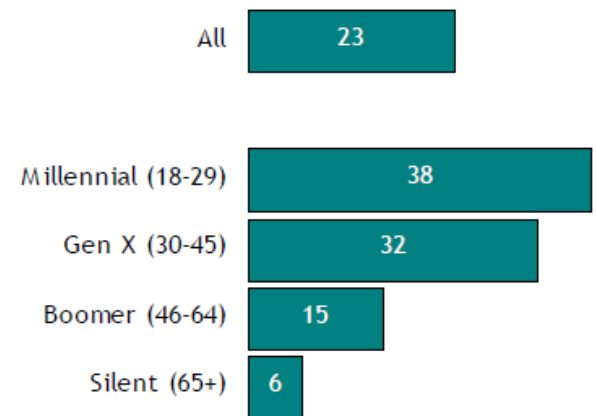
% who have a piercing somewhere other than an ear lobe



PewResearchCenter

## Tattoos, by Generation

% who have a tattoo



PewResearchCenter



# Digital Natives

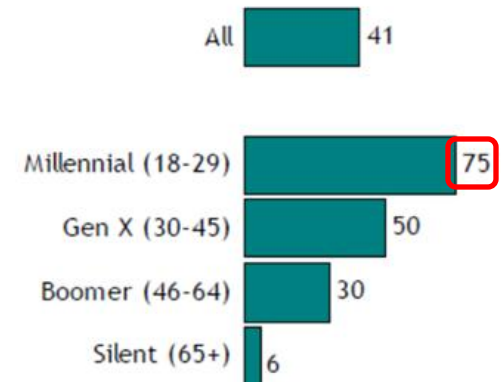
## How Do You Get Most of Your News?

	Millennial	Gen X	Boomer	Silent
<b>Main news source*</b>	%	%	%	%
Television	65	61	76	82
Internet	59	53	30	13
Newspapers	24	24	34	50
Radio	18	22	20	15
Other	4	5	3	5

<b>Internet source**</b>	%	%	%	%
Yahoo	20	12	6	3
CNN	18	16	5	3
Google	10	5	3	1
MSN	7	8	5	1
Fox	4	5	4	1
New York Times	4	3	2	2
MSNBC	3	3	2	2
AOL	3	1	2	1
Number of respondents	189	346	571	322

## Do You Have a Profile on a Social Networking Site?

% saying "yes"



PewResearchCenter

# Media

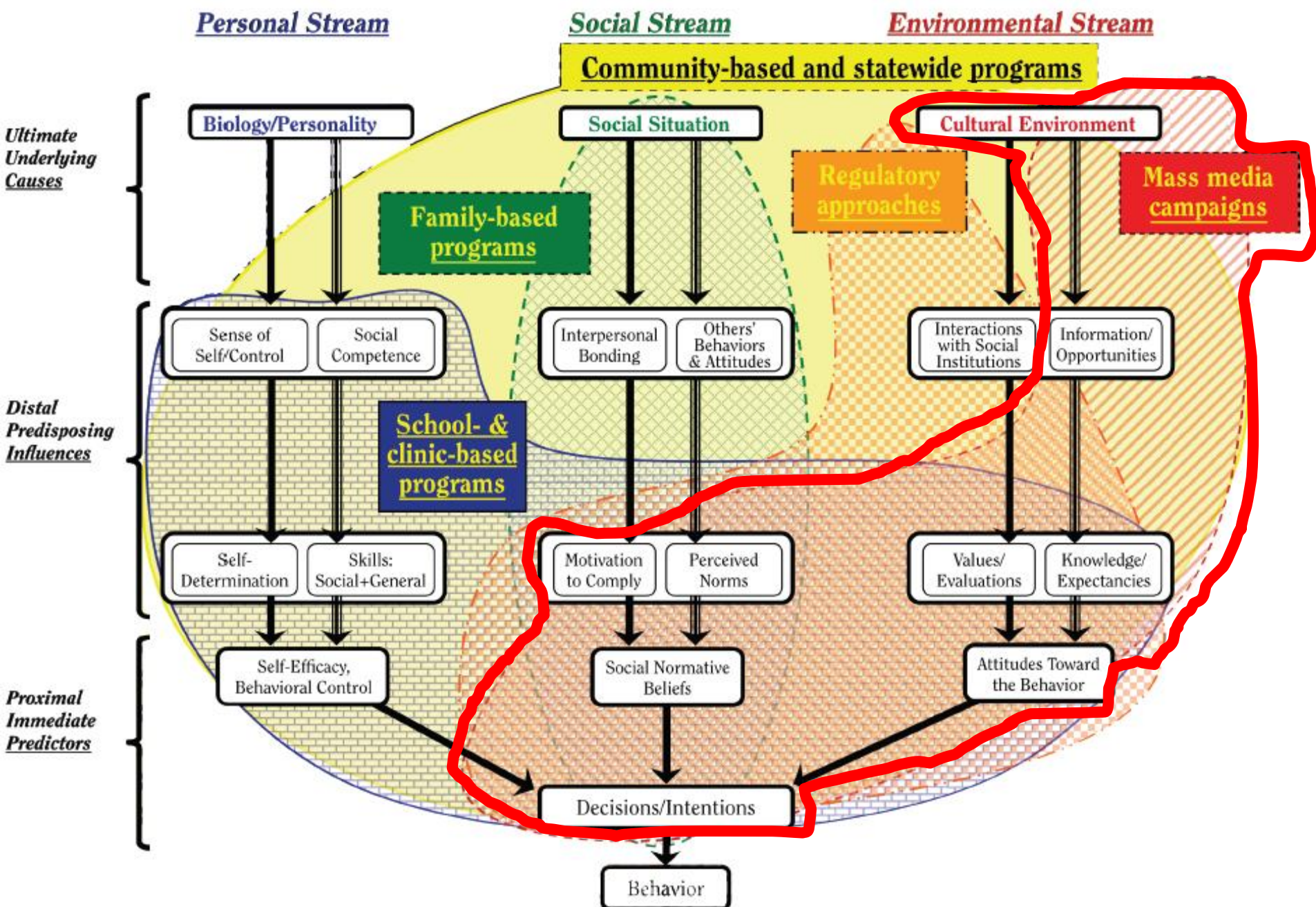
## What Did You Do in the Past 24 Hours?

% saying they have ...

	Millennial	Gen X	Boomer	Silent
<b>Millennials more likely to have...</b>	%	%	%	%
Watched a video online	32	23	9	7
Posted a message to an online profile	32	22	9	3
Played video games	28	14	15	6
<b>Millennials as likely to have...</b>				
Sent or received an email	56	57	54	26
<b>Older Americans more likely to have...</b>				
Watched more than an hour of TV	57	67	78	82
Read a daily newspaper	43	50	58	73
Number of respondents	830	351	487	319



Figure 6.1 Approaches to smoking prevention overlaid on the Theory of Triadic Influence



# Do

- Focus on Health
- Use Negative Emotion Judiciously
- Highlight tobacco industry manipulation



Cigarette Causes Neck Cancer  
Infoline : 03-8883 4400



Cigarette Causes Gangrene  
Infoline : 03-8883 4400

# Do

- Social consequences
- Refusal skills
- Social Norms



**I only kiss people whose breath doesn't stink**

I exercise to keep in shape

*I take a deep breath when I'm nervous*

**I only eat in the non-smoking section at restaurants**

**I DON'T SMOKE**

Just like **88%** of ETHS students

strength in numbers

2002 Social Marketing Survey. N=2,431 ETHS students  
Funded by the Chicago Community Trust, Rotary Club of Evanston Lighthouse & Tobacco Settlement Funds.

PAW

[www.socialnorms.org](http://www.socialnorms.org)



# Do

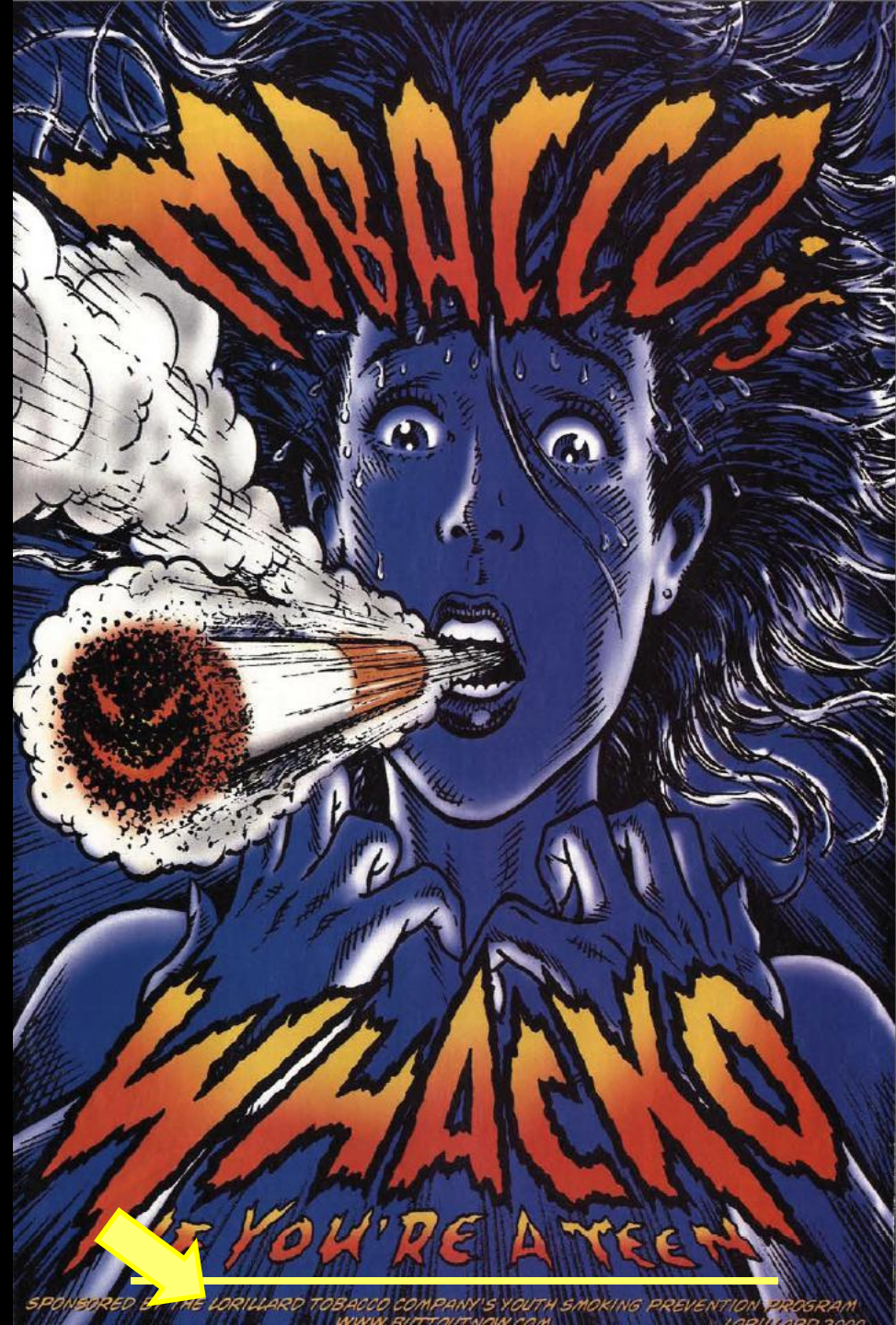
- Use a combination of positive and negative messages
- Explore on-line media like Facebook and YouTube
- Encourage conversation about the media - parents and teens and peers



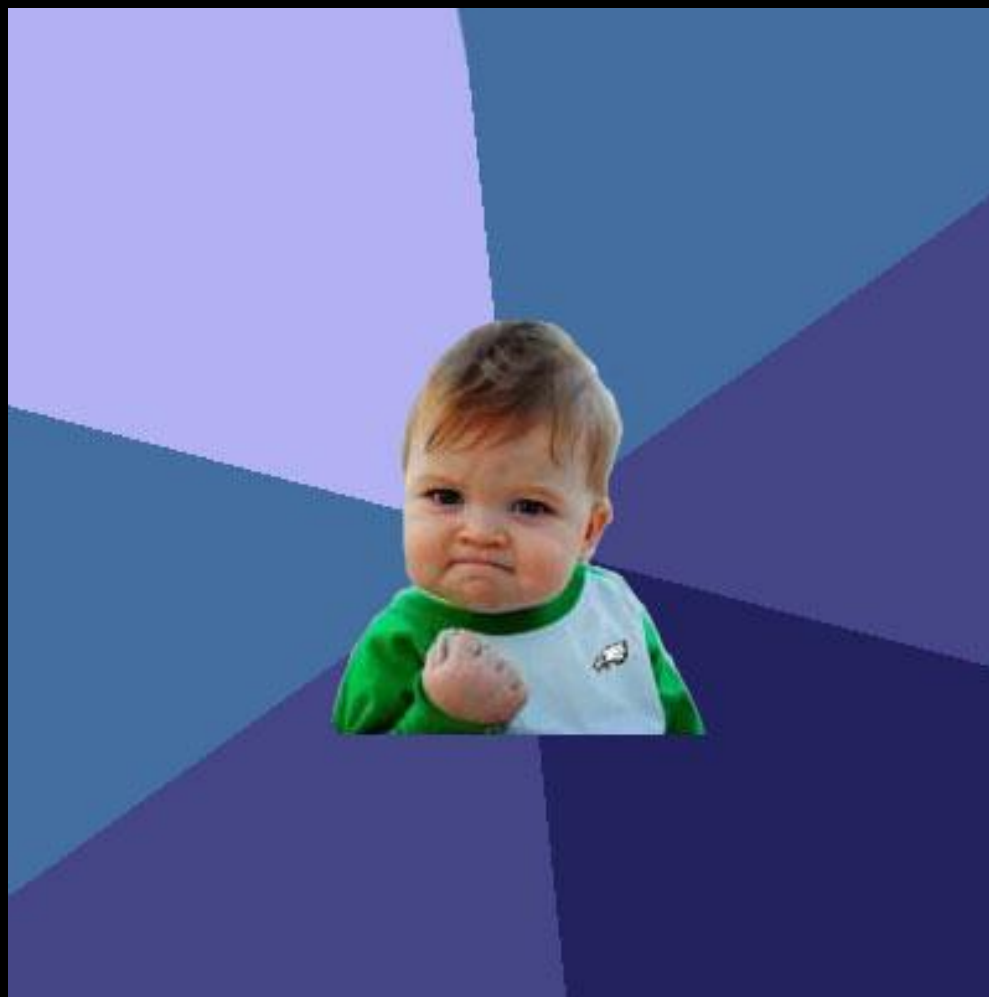


# Don't

- Use Humor
- Focus on appearance
- Focus on addiction
- Focus on athletic performance
- Frame tobacco use as a personal choice or an adult-only activity



## A Few Tips for Success





Using students in media

Billboards, cut-outs



# Must be authentic

Can't dress teens up as someone they aren't





Teens rebel  
against parents,  
authority,  
society...  
but not their  
friends!

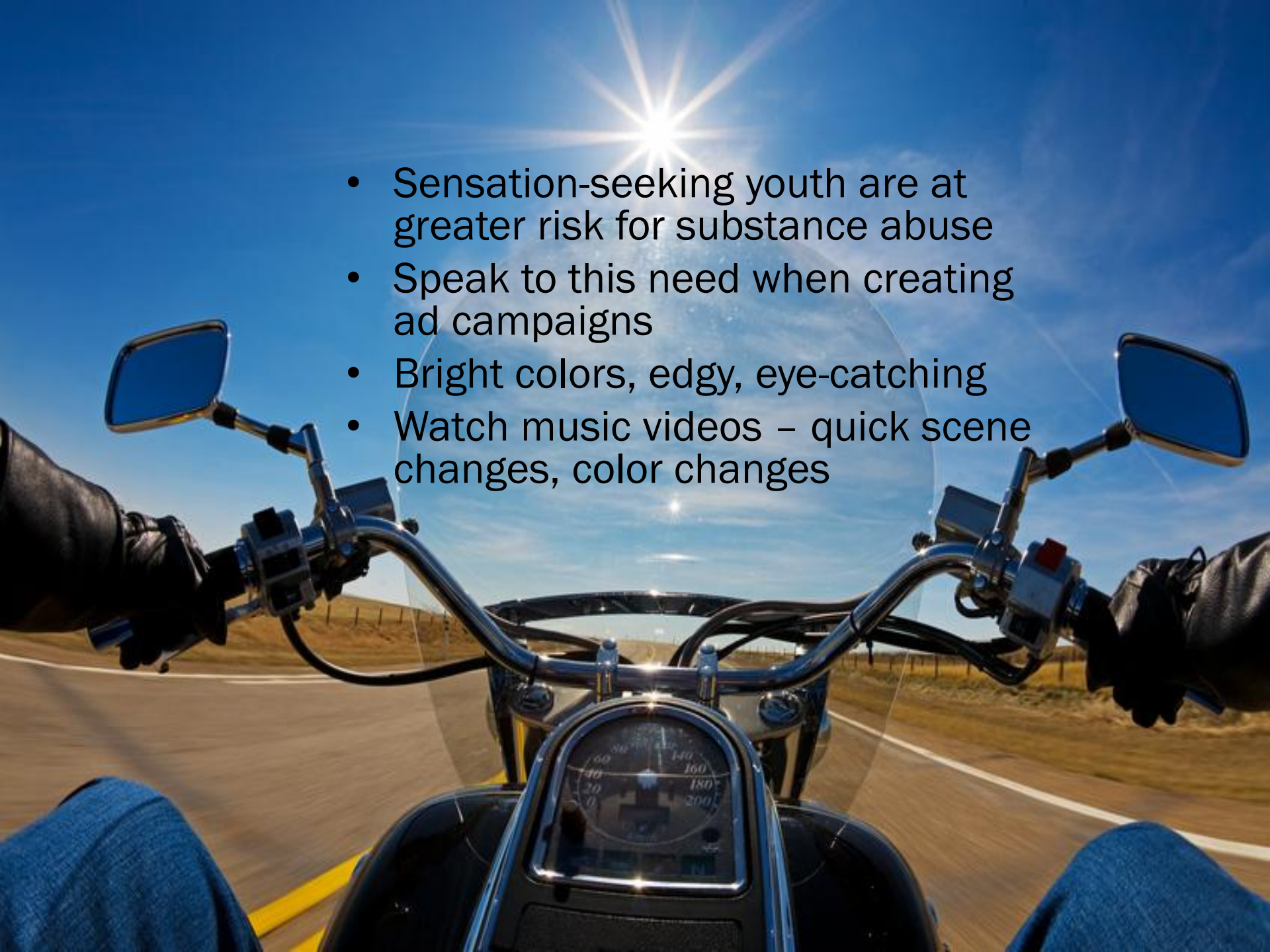




# Self-Identification





- 
- A first-person perspective from a motorcycle rider. The sun is high in a clear blue sky, creating a bright starburst effect. The rider's gloved hands are on the handlebars, and the motorcycle's instrument cluster, including a speedometer, is visible in the foreground. The road ahead is a straight, paved highway with a yellow center line, flanked by dry, grassy fields under a clear sky.
- Sensation-seeking youth are at greater risk for substance abuse
  - Speak to this need when creating ad campaigns
  - Bright colors, edgy, eye-catching
  - Watch music videos – quick scene changes, color changes

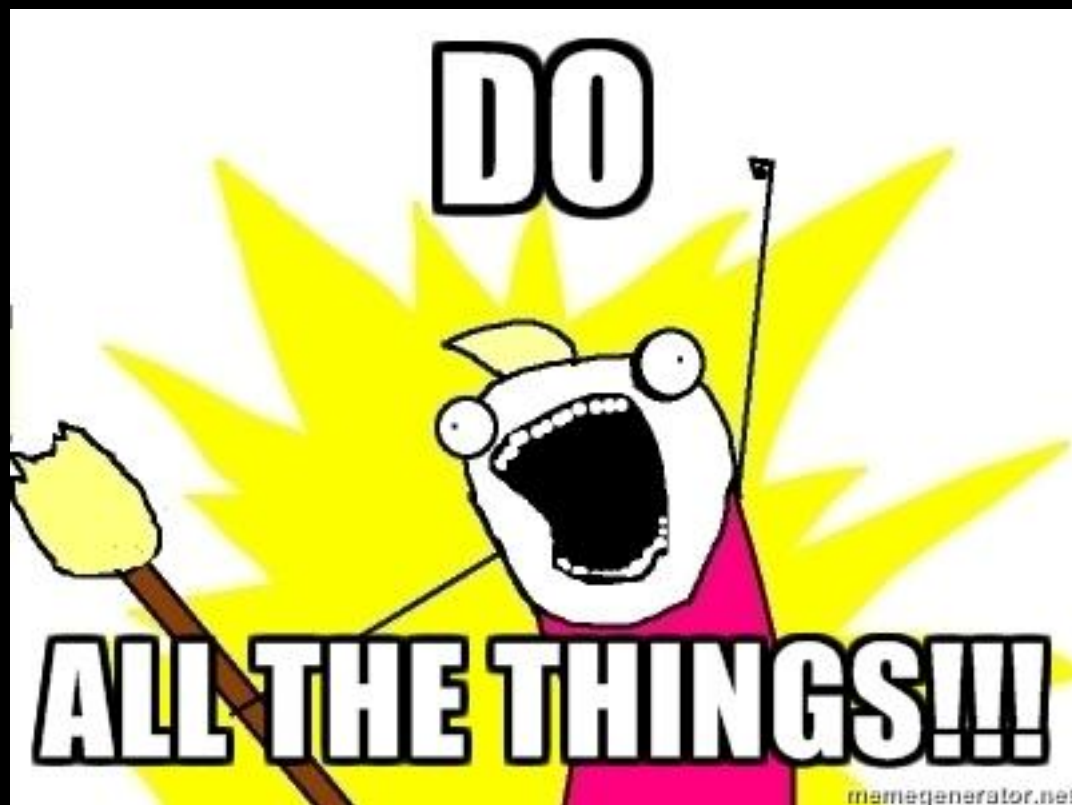
- Elicit emotions
- Disgust
- Fear, if followed by an action



Picture from Artery PSA









# THINGS THEY SAY

THE TOBACCO INDUSTRY HAD TO MAKE THEIR TOP SECRET DOCUMENTS PUBLIC BECAUSE OF THE MSA. **CHECK OUT THE THINGS THEY SAID:**

"We don't smoke this. We only sell it. We reserve the right to smoke for the young, the poor, the black, and the stupid."-R.J. Reynolds Manager

"Today's teenager is tomorrow's potential regular customer, and the overwhelming majority of smokers first begin to smoke while still in their teens...the smoking patterns of teenagers are particularly important to Philip Morris."-Philip Morris Internal Document

"The base of our business is the high school student."-Lorillard

"Long after the adolescent preoccupation with self-image has subsided, the cigarette will pre-empt even food in time of scarcity on the smokers' priority list."-Philip Morris Research Document

"It's a well-known fact that teenagers like sweet products. Honey might be considered."-Brown & Williamson Memo

"They represent tomorrow's cigarette business...as this 14-24 age group matures, they will account for a key share of the total cigarette volume—for at least the next 25 years."-R.J. Reynolds Marketing Plan

"(Brown & Williamson) will not support a youth smoking program which discourages young people from smoking."-Tobacco Institute Memo

"The teenage years are also important because those are the years during which most smokers begin to smoke, the years in which initial brand selections are made, and the period in the life-cycle in which conformity to peer-group norms is greatest."

-Philip Morris Research Document

12 EVOLVEMENT

# ANIMAL CRUELTY

THE TOBACCO INDUSTRY TESTS THEIR PRODUCTS ON MONKEYS AND DOGS TO SEE HEALTH EFFECTS OF CIGARETTE SMOKE AND NICOTINE. UNTIL THE MSA FORCED TOBACCO COMPANIES TO RELEASE THEIR INTERNAL FILES, THEY CLAIMED TO ONLY TEST THEIR PRODUCTS ON RODENTS...WHICH TURNED OUT TO BE A LIE.

- They've hooked dogs to mechanical ventilators, forcing them to breathe in cigarette smoke.
- They've cut holes in beagles' throats and forced them to breathe concentrated cigarette smoke through a tube for a year.
- They've exposed monkey fetuses to smoke, and dissected their brains to see the effects after they are born.

EVEN ANIMALS NOT IN A TESTING LAB ARE AFFECTED BY TOBACCO—STUDIES HAVE SHOWN THAT DOGS AND CATS WHO LIVE WITH SMOKERS CAN DEVELOP LUNG, NASAL AND ORAL CANCER JUST FROM BREATHING IN THE SECOND-HAND SMOKE.



EVOLVEMENT 15



**snhs**  
SOCIAL NORMS FOR SCHOOLS

**MOST OF US... IN YEAR 7**

**DON'T THINK ITS ACCEPTABLE TO SMOKE**

IN A SURVEY CARRIED OUT WITH ALL YEAR 7 STUDENTS AT FREEBROUGH ACADEMY IN MARCH 2012, 9 OUT OF 10 OF YOU REPORTED THAT YOU DID NOT THINK IT WAS ACCEPTABLE FOR STUDENTS IN YOUR YEAR TO SMOKE.

**ATTENTION:**  
THIS POSTER ACCURATELY SHOWS WHAT YOU TOLD US DURING THE SURVEY WE CARRIED OUT IN MARCH 2012. WE HAVE NO REASON TO LIE TO YOU. **THIS IS YOUR VOICE, YOUR RESULTS, YOUR REALITY... NOT OURS.**

**REALITY CHECK**

Freebrough Academy

# Most of us (81%) don't use tobacco

Sycamore & DeKalb Study, DCP/SAFE, (N=1172, 2001)



Socialnorms.org

... because I care about my friends,

How do you compare to most students?

Most (60%) students haven't had any alcohol during the past 30 days!\*

\*based on 654 students from the DeKalb & Sycamore Study, 2000

A free cookie at the  
**Coffee Gourmet and Deli**  
1022 W. Lincoln Hwy, DeKalb

Expires: 2/28/11

Funded in whole or in part by IDHS and CSAP



Funded in whole or in part by

According to you...

**Coca-Cola CLASSIC**

3 out of 4 Weston students prefer **Coke** to Pepsi

and...

3 out of 4 Weston students **don't binge drink\***

\*Binge drinking having five or more drinks in one sitting

**PEPSI**

Who do you want to be?

Weston High School

# Sources

- Pew Research Center. Millennials: A Portrait of Generation Next. 2010. Available at: <http://pewsocialtrends.org/files/2010/10/millennials-confident-connected-open-to-change.pdf>
- Steve Sussman. Tobacco Use Prevention: What Works and Why for Different Age Groups. May 29, 2012.
- Surgeon General's Report. Preventing Tobacco Use Among Youth and Young Adults. 2012. pgs. 686-691



# Suggested Resources

- [www.mostofus.org/](http://www.mostofus.org/)
- [www.socialnorms.org](http://www.socialnorms.org)
- [www.thetruth.com/](http://www.thetruth.com/)
- <http://rescuescg.com/>
- <http://ydouthink.com/>
- [www.realityunfiltered.com/CoolStuff.aspx](http://www.realityunfiltered.com/CoolStuff.aspx)